



**Global Marketing
Solutions, Inc.**

Kevin Briggs
FEMA/DHS
Washington, D.C.

November 23, 2004

Dear Mr. Briggs,

Our company has developed new patent pending technologies that will transform the way in which people receive critical data. It is our opinion, along with many experts in the field of communication, that this technology, once implemented, will be a critical component in a radically improved Emergency Alert System (EAS) and is vital to not only our national security, but to an effective and efficient national EAS. Therefore, it is imperative that we move as quickly as possible to deploy this critical system nationwide.

Representatives from our Company met with a team of experts assembled by the FCC's Office of Homeland Security in Washington, D.C. on November 15, 2004. Members of this team included Jim Daily (Director), Greg Cooke (Deputy Director), Jeanne Kowalski (Asst. Director), Darryl Smith (Senior Engineer), Bonnie Gay (Program Analyst), and attorneys representing the Government. We discussed the merits of this system in disseminating vital information in times of crisis along with the various applications of this system and how they relate to the safety and security of the American people. We also discussed with the Commission how best to integrate this system into an effective EAS, ways in which to improve the technology, and ways in which to expedite its deployment. The results of this meeting were very encouraging.



Our vision is to establish a cooperative partnership between our company and those organizations responsible for the dissemination of vital alerts, warnings and messages to the public. This partnership would work closely together to complete the prototypes, formulate the best strategy and timelines for implementation, and the ultimate implementation of this critical system on a national level. Implementation may also necessitate the need for Congressional and/or Presidential involvement in overcoming certain foreseeable obstacles along with any

unforeseen obstacles to its rapid deployment. We are looking for partial governmental funding in order to rapidly deploy this system throughout the United States. Once in operation, the cost for maintaining, updating and operating the displays would be borne solely by Global Marketing Solutions, Inc. In addition, there is the possibility of revenue being paid to the government under a profit sharing arrangement should certain conditions be met. Potential revenue transferred to the government under this arrangement would easily exceed \$1 billion annually. As part of any agreement, we will be asking that the Federal government allocate a large portion of these funds on a state by state basis according to advertising revenues generated within each participating state. These funds would then be distributed within each state according to its budgetary needs. For example, funds could be used for education, highway maintenance and repairs, assistance to low income families, to offset any fiscal shortfalls within the State budget or any combination of a multitude of government responsibilities in need of additional funding.

We would like to request a meeting with you, along with all other interested parties within your organization, at your office in Washington to further explore the impact our technology will have on the EAS along with our overall vision as a company. We also seek advice from FEMA and DHS on how best to integrate this system into an effective EAS, ways in which to improve the technology, ways in which to expedite the development and deployment of the system in question along with all other related pertinent information. Your years of experience allow you special insight into not only the obstacles to be overcome, but to the opportunities as well. Therefore, your presence and valuable input during this meeting would be inestimable.



I have also included a copy of our comments submitted to the Commission on October 27, 2004 for your review.

I am confident that once you have the opportunity to review the benefits of utilizing this technology as means of alerting the public in greater detail you will be as excited as we are about this project.

Our team of trained, caring, and dedicated professionals look forward to taking the next step and working with you in bringing this project to fruition. Thank you for your time and attention to this matter. If you need additional information or have any questions, please do not hesitate to contact me on my cell phone at (208) 704-0309. I look forward to hearing from you soon along with meeting you personally in the near future.

Sincerely,

J. D. Pentland

President/CEO
Global Marketing Solutions, Inc.